

Serial No.: 09/880,723  
Docket No.: 70655.7800

## **REMARKS**

Applicants reply to the Final Office Action mailed on July 22, 2005 within two months. Thus, Applicants request an Advisory Action, if necessary. Claims 1-51 were pending in the application and the Examiner rejects claims 1-51. Reconsideration of this application is respectfully requested.

The Examiner rejects claims 1, 31, 39, 40 and 45-47 under 35 U.S.C. § 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which Applicants regard as the invention. The Examiner states that, "the phrase 'consistent user interface' is a relative phrase, which renders the claims indefinite" (page 2, paragraph 3). Applicants respectfully disagree.

As noted in the previous Reply, "user interface consistency" is a phrase and practice that is well known in the art and universally understood by those of ordinary skill. However, to expedite prosecution, Applicants amend the claims to clearly recite that the web page comprises a consistent user interface apart from the browser application displaying the web page. The amended claims particularly point out and claim a web page having a consistent user interface.

The Examiner next rejects claims 1, 2, 9-10, 12, 22-26, 28-31, 36, 39-40 and 45-51 under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,101,482 ("DiAngelo") in view of W/O 00/31657 ("Redcart"). Applicants respectfully traverse this rejection.

DiAngelo discloses a method for purchasing products and services, wherein a consumer must select products and services from a plurality of merchant websites by storing product and merchant information on the consumer's computer. When the consumer is ready to consummate the purchases, the information stored in the consumer's computer is uploaded to a server which then facilitates the purchase transactions. The "shopping cart," as disclosed by DiAngelo, is maintained on the consumer's computer as the consumer navigates any number of merchant websites and selects items for purchase from different website interfaces. Thus, it would not be possible for DiAngelo to ensure web page user interface consistency to consumers browsing different merchant sites, as each merchant web site may employ differing navigational controls and ways of displaying product information.

The Examiner correctly notes that DiAngelo does not explicitly disclose or teach a "method and system including an apparatus with a computer readable medium for providing product selection links for selecting and adding selected products to said universal shopping cart; and providing a universal shopping cart check out link for checking out said universal shopping cart without directing the consumer to a selected merchant's site" (page 4, paragraph 1). However, the Examiner asserts that the above is taught by Redcart.

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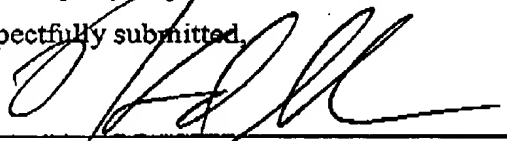
Redcart discloses a multi-site shopping cart and cooperative sales system wherein two or more web sites with the ability to enter into a sales relationship which provide added value to end users. Redcart discloses a parsing proxy server which manages, tracks, and maintains the user's shopping activities across multiple shopping web sites. Redcart is limited to a main shopping portal from which users can access a plurality of cooperative merchant sites. Redcart discloses a means for adding products from various merchants to a single shopping cart, however, because users are using the portal to access a number of different merchant sites, it would not be possible to ensure that each independent merchant site would present its products using a standard set of consistent user interface elements.

Accordingly, neither DiAngelo, Redcart, nor any combination thereof, discloses or suggests at least "displaying said information from said plurality of websites within said web page comprising a consistent user interface" as similarly recited in independent claims 1, 31, 39-40 and 45-47. As discussed above, Applicants have clarified in the claims that the consistent user interface of the present invention relates to the web page directly, rather than the broader display of the web page (i.e., web browser).

Dependent claims 2-30, 32-38, 41-44 and 48-51 variously depend from independent claims 1, 31, and 40, so dependent claims 2-30, 32-38, 41-44 and 48-51 are differentiated from the cited references for at least the same reasons as set forth above, as well as their own respective features.

In view of the above remarks, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are allowable over the cited references. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject Application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814, including any required extension fees.

Respectfully submitted,



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Dated: August 24, 2005

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AXP No. 200401679  
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